

AUTOMOBILE NEWS

INDIAN MODELS OF MOTORCYCLE OUT ON FEB. 22

"Indian Day" Will Be Celebrated in Royal Manner by Albuquerque Novelty Works, the Local Agency.

February 22, Washington's birthday, has been selected by the Hendee Manufacturing company, Springfield, Mass., makers of the famous Indian motorcycles, as Indian day.

The popularity of Indian day—now celebrating its third year—has established it as a permanent and annual feature in the motorcycle world and it is observed throughout the United States marking the opening of the motorcycle season.

Simonson & Danielson, proprietors of the Albuquerque Novelty Works, the local Indian representatives, will observe Indian day at their show room, 321 South Second street, with a complete display of 1916 models and the new Indian Powerplus motor, which was the big sensational attraction at both the New York and Chicago shows. Another feature of Indian day will be the new lightweight model, the Indian Featherweight. There will be an interesting and attractive display of the new Indian bicycles also. The showrooms will be opened all day and evening, and a cordial invitation is extended to all motorcycle enthusiasts and the public to enjoy Indian hospitality as well as to inspect the Indian 1916 line.

Not in years has the Hendee Manufacturing company, pioneers in all advanced motorcycle improvements, presented to the motorcycle world so important an achievement as the Powerplus motor. Powerplus motor is all that the name implies and already from coast to coast its speed, cleanliness, quietness and endurance have proven it to be a mechanical marvel. Riders all over the country have shown an unusual interest in the Powerplus motor and undoubtedly this motor will be the center of attraction during Indian day celebration on February 22.

Want a high grade employee? Or the better grade of merchandise? Make use of the want columns of the Journal.

THE STUDEBAKER GOLDEN CHARIOT IS SENSATION OF SHOWS

Costing more than \$25,000, the Studebaker gold chassis was one of the most sensational attractions at the automobile show, says the Minneapolis Journal.

Men who have attended every show say they were never treated to as big a surprise as this Studebaker chassis, finished from stem to stern in pure gold. It is the most expensive chassis ever built, and yet it is standard in every other detail of construction.

More than 550 ounces of pure gold were used, as nearly 3,000 parts are finished. Only one firm in the country had the facilities to undertake the job.

This chassis, shipped from Detroit, and protected by heavy insurance, has been watched by detectives since it started for its first show at New York, and an armed guard is stationed near it day and night, chiefly to keep curiosity seekers from chipping off souvenirs.

The Studebaker gold chassis is costlier than any complete car in the history of automobile shows. The gold chassis does more than simply repose in its majesty. Cut out, it reveals the vital mechanism of the car in a way that is an education to those interested in seeing just how an automobile works.

The gold finish lights up the little details of the chassis and shows the refinement of finish and the perfection of manufacture. It enables all who see it to observe its simplicity of construction and accessibility as well as the cleanliness of design and care in construction.

NATIONAL OFFERS TWO SIXES AND A TWELVE

The National line has fine body designs on two "sixes" and a "twelve," the latter intermediate in size, measuring by engine displacement. The over all size of the "12" and the smaller "six" is the same, the big "six" having an extra six inches of wheel base. The "12" is the only V motor with the valves arranged outside, the L head cylinders being the reverse way round to the conventional, this making for taper accessibility and allowing the V to be used for mounting accessories.

The special Spilldorf magnets are driven by silent chain and occupies the front end of the V, while the rear end is taken up by the starting motor. Only the generator and pump are outside the V, these being set low down on the right side, where they are accessible and yet do not interfere with the valves.

MITCHELL SIXES ARE ALL RIGHT IN ANY COUNTRY

"In no other automobile engine of the present day has the problem of increasing the power without increasing the bore and stroke or the fuel consumption been worked out to such a remarkable degree of efficiency as in the Mitchell Six of '16," said P. S. Mann, in speaking about the Mitchell car yesterday, the firm of P. S. Mann & Sons being the distributors for this car in New Mexico. To prove his contention Mr. Mann submitted the following clipping from a recent copy of the Mitchell-Lewis catalogue:

While the bore and stroke of an engine are generally accepted as a basis on which the horse power is figured, in "The Six of '16" six-cylinder engine we positively have developed a power plant that displaces this accepted method of computing horse power.

For instance, in "The Six of '16" engine with a bore of only 3 1/2 inches and stroke of only 5 inches we have a more power than any engine of equal size but develops more power than some engines with a great deal larger bore and larger stroke.

This abundance of power, the superflexibility, the silence and the absence of vibration makes the effort on the part of the engine so slight in its quick response to every demand made on it that the driver's impression is that of controlling a car that is propelled by some force entirely apart from the way itself.

The remarkable efficiency of this high-speed engine is due to the ingenious design, the quality of materials used and the accurate workmanship employed in its construction.

The entire cylinder casting in its design is entirely original and, notwithstanding the short time since it was announced, has already been accepted as a standard by which other manufacturers are planning their future products.

The water passages are cast inside the cylinder block, eliminating the water manifold and other plumbing.

The intake manifold is also eliminated and the Rayfield carburetor is attached directly to the cylinder block. The passage for the incoming gases is incorporated in the cylinder block, and being completely surrounded by hot water, the charge is pre-heated, insuring perfect carburetion. To the incoming gases traveling such a short distance is due in part the increased flexibility of this engine.

The reciprocating parts, which play such an important part in the increased efficiency and silence of this engine, in workmanship, accuracy of fitting and balance are equaled only in the very highest priced cars.

HOW TO "KEEP YOUR CAR"

Don't slide your wheels by locking the brakes too suddenly.

Don't allow your car to "stand" in puddles of oil or water, as neither one is good for your tires.

Remember that the pan, engine and other mechanical parts of the car should be kept clean.

Don't turn corners too fast. While this may seem spectacular, it is always hard on the tires.

Never open the throttle too quickly, but give the motor a chance to pick up gradually.

Keep your brakes adjusted.

Familiarize yourself with the use of the hand lever brake and thus be prepared for emergencies.

Be sure to release the clutch before shifting gear.

Don't accelerate too quickly; this causes the car to jump and the motor to pound.

Should you detect any unusual noise while running, stop and investigate the cause at once.

Examine the car occasionally for loose nuts and bolts.

Don't race your engine under any circumstances.

Remember that a squeak from the car means oil needed.

Never take your car out until you are sure it is properly lubricated.

Be sure your brakes are released before attempting to move car.

When you undertake to make any adjustments on your car, remember the advice of Dave Crockett: "Be sure you are right, then go ahead."

Never fold the top back when it is wet, as this will cause the top to deteriorate rapidly.

Don't let your engine labor going up a steep hill—drop back in a lower gear if necessary.

Don't fail to cover the radiator and hood with a blanket or robe when car is left standing in the cold. This keeps much of the heat in the cooling system and facilitates the starting of the motor.

Remember that in cold weather a gasoline engine must be run slowly until it warms up to its normal temperature before it can develop its maximum efficiency.

Test your batteries every two weeks with hydrometer and in that way make sure that battery is properly charged.

Examine battery every two weeks to see that plates are covered with distilled water.

Vindictive.

Bobbie had been a naughty boy, and his father was about to administer the usual punishment.

"Remember, Bobbie," he said, "this is going to hurt me more than it does you."

"I hope it does," replied the unpunished boy.

Our "Wonder Sale" of dress goods and silks begins Monday at 8 o'clock. Come early; stay late. The Economist.



"Cadillac--Standard of the World"

--a phrase or a fact?

IS THE Cadillac, in fact, the Standard of the World?

Is it the one car which is accepted as a pattern of excellence and efficiency? Look back over the past twelve years and ask yourself what other car has wielded so wide an influence over the industry.

Ask yourself if motor cars, as a whole, are not better cars today, because of Cadillac progressiveness and Cadillac initiative.

You recall that the first Cadillac was also the first practical, enduring motor car. You remember the period in which the Cadillac inaugurated the thorough standardization of parts.

You remember that the Cadillac accomplished also the first production in large quantities of a really high grade car at a moderate price.

The introduction by the Cadillac of electric starting and lighting is still fresh in your memory.

And you know finally, that the Cadillac as a climax to its other construction contributions to the industry, brought forth the high-speed, high-efficiency V-type engine.

Around the world that V-type multi-cylinder engine is admittedly the zenith of design and of efficiency.

And the Cadillac has pushed the process of perfecting the V-type engine to the highest point yet attained.

Upon its first appearance, the Cadillac Eight received the unique tribute of a larger purchase on the part of other makers than any other car has probably ever known.

Its scientific design and superb workmanship compelled their most intense admiration—its performance was pronounced nothing short of marvelous.

If the Cadillac had not been the standard of the world before, the V-type multi-cylinder Cadillac would have made it so.

It has become the standard of the world in smoothness and in swift acceleration, in flexibility and in hill climbing power.

It is the world's standard in its incomparable roadability, its luxury, its ease of operation and control, and in absence of fatigue after long journeys.

These characteristics, added to its world-wide reputation for dependable and enduring service, have furnished for the industry, new inspirations—new incentives—new goals for ambition.

Is not the Cadillac deserving of the title it has so long and so honorably held? Is not the Cadillac, in fact, the Standard of the World?

STRONG AUTO COMPANY

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Buick

SIXES

The Most-Wanted Cars in America

The public's desire to possess this car has been keener and more widespread than any similar desire ever before inspired by any motor car.

It is a case of Factory Capacity—that's all. There has been a "waiting list" for the Buick—because, beyond a doubt, it is the Greatest Automobile Value ever produced.

From the time of the first announcement of the NEW BUICK SIXES, the supply has been less than one-tenth of the number of cars wanted by the buying public!

Buick Valve-in-Head Motor

BUICK SIXES are equipped with the same quiet, flexible valve-in-head motor that has always made Buick cars famous. The BUICK factory absolutely guarantees that the BUICK Valve-in-Head motor will develop more power than any other type of automobile motor of equal size. This motor not only gives you more power—it saves you money in gasoline and oils.

Buick Buyers Are Boosters

Ask your neighbor—there's a BUICK owner near you—about his BUICK. Ask him about the extraordinary mileage he gets per gasoline gallon. Ask him about its simplicity and ease of operation. Ask him about its ability to withstand shocks of mutilated roads and pavements. Ask him about its speed and power.

Every BUICK buyer you will find is a BOOSTER because he has absolute motor car satisfaction.

Albuquerque-Buick Company

N. M. CUDABAC, President.

PHONE 748

FOURTH AND CENTRAL

ENGINE IS REACHED EASILY IN CADILLAC

Changes in the Cadillac affect principally the accessibility of the engine and the appearance of the car. The engine remains the 30 degree eight-cylinder V-type that the company made familiar last year. The electric motor-generator, ignition apparatus and carburetor are so mounted with relation to the cylinder blocks as to afford easy accessibility to the valves by removal of nothing more than the plates which enclose them.

The bodies are new and improved designs, the open type with higher side lines, new cowl, new hood and a higher radiator with rounded corners, all of which alterations add to the distinction of the car's appearance. Splashes are fitted to the front of the radiator and along the inside of the front end of the frame.

New design head and side lamps are used, with a tonneau lamp on the curb side, in the back of the front seat, to illuminate the step.

Inside the body, the driver finds the clutch and brake pedals set two inches farther forward, with the dash set forward a corresponding distance, and the signal horn button in the center of the steering wheel. The auxiliary seats in the tonneau fold into recesses in the back of the front seats out of the way when not in use.

MOTORISTS ARE MORE CAREFUL

During the five years from 1909 to 1914 the number of automobiles in use increased more than twice as rapidly as the number of fatalities caused by them," says a report issued by the United States department of commerce.

Comparing mortality figures given in a preliminary report by the bureau of the census with figures showing the number of automobiles in use, the department of commerce shows that, while the number of automobiles registered increased from 200,000 in 1909 to 1,720,000 at the end of 1914, or 775 per cent, the number of deaths due to automobile accidents increased from 422 in 1909 to 2,622 in 1914, or 515 per cent in an area containing 56 per cent of the population of the country.

Thus, automobiles have increased more than two and one-third times as much in five years as the automobile fatalities.

A comparison based on the increase in the rate of automobile fatalities per 100,000 population, which the report states is a more reliable basis, because the accidents in a given area of population will tend to be proportioned to the number of machines in that area, shows that the increase of 775 per cent in number of automobiles has been accompanied by an increase of 258 per cent in deaths. On this basis, the fatalities have increased only one-third as much as the number of vehicles.

"The figures appear to furnish ample justification for the conclusion that the automobile today is being driven with greater care and more regard for public safety than it was a few years ago," concludes the government report.

NEW MODELS KNOWN BY SERIES, NOT YEARS

J. Walter Baker, president of the Hupp Motor Car corporation, has announced that Hupmobiles will be designated by series and not by alleged yearly types. The present model Hupmobile, which was first brought out as the 1916 model "N," will be known hereafter as the Series "N" Hupmobile.

"One manufacturer after another kept moving up the date of these yearly models, until the competition to be the first to bring out new models became as keen as the production of high grade automobiles," said Mr. Baker. "It became so bad that some companies this season brought out their 1916 cars in April, 1915."

This practice has been most confusing to the automobile buying public, and most unfair to owner, dealer and manufacturer alike. Hereafter we will make such changes as are found practical by our engineers as new inventions are made, but this does not necessitate the announcement of a new model."

36x40-inch silks, "Wonder Sale" price, 98 cents. Monday. The Economist.

LICENSE OWNERS.

Cases have been known where newspaper or other periodical "ads" have continued to bring results for years following their publication. One such instance has come to the attention of the Olds Motor Works, first advertisers of motor vehicles in this country. An inquiry, containing a clipping of an advertisement was received from a prospective car buyer in Evergreen, Va., which appeared in 1901. It was one of the first automobile "ads" ever published, and featured the old curve-dash car as the "best thing on wheels." The postmark showed the letter was mailed more than fourteen years after the Olds Motor Works advertisement was printed.

The \$1.29 line of silks is a big "Wonder Sale" value. Our windows tell the tale. The Economist.

Real estate problems—purchases, sales or trades—are easily solved by Journal want ads. Read them; use them. Do it today.

Automobile

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INSURANCE

Consult us before placing your Automobile Insurance

BERTHOLD SPITZ

General Insurance

314 West Gold

Next Morning Journal